

Who Should Attend

Retailers
Importers
Exporters
Freight Forwarders
Freight Consolidators
Trucking Companies
Air Cargo Shippers
Food Processing Companies
or

If your company imports or exports products overseas, ships products by air to the Pacific Rim, you should attend this conference



Coordinators

Global Partnership for International Trade and Development
City of Fresno, Economic Development Department
Congressman Jim Costa
U.S. Department of Commerce—Export Assistance Center
U.S. Department of Housing & Urban Development
U.S. Department of Agriculture—RD/NRC
Center for International Trade
Lyles Center of Innovation and Entrepreneurship
Fresno Regional Chamber of Commerce

The City of Fresno
Economic Development Department
Fred D. Burkhardt, Director
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Dr. Sam Bliatut
Global Partnership for International Trade and Development
559-313-3225

International Trade Conference



May 13, 2005
Fresno
Convention
Center

WHY THIS CONFERENCE?

The granting of Normal Trade Relations (NTR) to Lao Peoples Democratic Republic (PDR) in December, 2004 along with the continued expansion of trade relations between Central California and the Pacific Rim is creating significant opportunities for business development.

This conference is organized to:

Provide a forum for academics, business entrepreneurs and government officials to share their views on the opportunities that are emerging.

Provide direct contact between Fresno area businesses and trade representatives from Pacific Rim trading partners.

Move Fresno and its advanced logistics and Air Cargo capabilities into a position as the import/export cargo hub for the Central Valley and California.

Cost: \$20.00

(Includes Lunch)



Agenda

- 8:00 Registration
- 8:30 Opening Remarks- Fred Burkhardt, Director, Economic Development, City of Fresno
- 8:35 Why is NTR* so Important- Dr. Sam T. Bliatout, Ph.D.
- 9:00 Fresno Growth and NTR- Alan Autry, Mayor, City of Fresno
- 9:30 NTR and What It Means- Eduardo Torres, Director, US Department of Commerce, Fresno
- 9:50 NTR and Economic Opportunities for Local and Foreign Citizens- Tim Stearns, Ph.D. Lyles Center, California State University, Fresno

10:10 BREAK

- 10:20 How to Achieve Success in Laos- A Personal Experience- Mr. Heung Sin Park, Transformer Manufacturer & Agriculture Projects in Lao PDR*
- 10:40 Social & Political Issues in Lao PDR- H.E. Phanthong, Ambassador to the United States
- 11:00 Economic Forecast and Level of Financing Projection for Lao PDR J. Nugent, Asia Development Bank

KEYNOTE SPEAKERS

- 11:20 Economic, Health & Education Infrastructure in Lao- Minister of Commerce, Lao PDR
- 11:40 Diplomatic Relations between the United States and Lao PDR- Ms. Haslash, U.S. Ambassador to Lao PDR

12:00 LUNCH

- 1:00 Moving Products for Here to There- Russ Widmar, Director of Airports, City of Fresno
- 1:20 Emerging Market & Trade Assistance Programs- Candy Hansen- Director of the Center for International Trade Development
- 1:40 Rural Development Outreach Program Lee Takikawa, Cooperative Specialist, US Department of Agriculture, Fresno
- *Normal Trade Relations
*Peoples Democratic Republic

PANEL ONE

2:20—2:40

Trade Opportunities with Asian Nations

- Panel Members -

- Vietnam Trade Office*
Mr. Nguyen Duy Khien
Indonesian Consulate
Mr. Nur Rahardjo, Trade Representative
India Consulate
Ms. Nina Gohil, Trade Representative
Royal Thai Consulate
Mr. Sonseen Suseve, Trade Representative
Republic of China, Taiwan
Mr. Eric Yuan, Trade Representative

PANEL TWO

2:40—3:00

Trade Opportunities with Asian Nations

- Panel Members -

- Hong Kong Economic & Trade*
Ms. Betty Ho, Assistant Trade Director
Republic of Korea
Mr. Kihoon Woo, Trade Representative
Singapore Consulate
Mr. James Parr, Marketing Development Director
Malaysian Consulate

People's Republic of China
Consul General Peng Keyu

PANEL THREE

3:00—3:30

Moving Products From Fresno to Asia

- Panel Members -

- Evergreen International Airlines- System Logistics
DHL International
Associated Global Systems
Inland Star

WRAP UP

What does it all mean and what happens next?

- Toulu Thao, PhD.
United States Department of Housing and Urban Development